

The Role of Online Reviews and Push Notification Strategies in Shaping Customer Behaviour in Quick Commerce and E-Commerce Platforms

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ABSTRACT

As the use of technology has made a way for online e-commerce platforms and has encouraged everyone to engage in online purchasing, the newly built trends of online fake reviews create a tremendous threat to society as well as weakening our trust in the information being offered on the internet. This paper aims to comprehend the origin of false reviews and research the influence of fake reviews in our day-to-day lives. This paper also includes the economic principles to describe the basic concepts in terms of societal costs and indirect costs. This study also evaluates the legal aspects of false information reviews. Furthermore, this paper helps in appreciating consumer rights and clarifies all of them under the Consumer Protection Act that can be sought to address this issue to some extent. Additionally, this report evaluates the efforts taken by businesses such as Amazon, Flipkart, and other e-commerce-based platforms to clamp down on such reviews.

INTRODUCTION

Starting from Flipkart to Google Maps, it is very important to maintain a 5-star rating and flawless review, especially in an era where people as consumers completely rely on online reviews. Nowadays, who doesn't read through the ratings accessible on the internet before picking the right restaurant or purchasing anything as basic as a phone cover or when it comes to online shopping and availing services such as airlines, hotels based on reviews. However, it's not surprising to see that in a world where ratings and opinions have become the centre of our way of life and the basis for our decision-making, there are people who are manipulating the reviews in their favour thereby cheating the system by getting paid reviewers in order to boost the ratings.

RESEARCH OBJECTIVES

This research attempts to:

1. To discover how the online reviews or ratings affect customer purchase choices and a brand's performance in an e-commerce landscape from an economic and behavioral point of view.
2. Analyzing how commerce apps like Blinkit, Zomato and Swiggy send push notifications and tailored notifications which influences customer behavior, improve engagement, and conversion journey.

SCOPE:

1. The scope of this research study is restricted to trend analysis and available current empirical data.
2. To be aware of the extensive impacts of fraudulent internet reviews across all e-commerce platforms.

LIMITATIONS:

1. The majority of the information is based on secondary data that can be found online.
2. Extensive data is not available over the internet and is limited.

METHODOLOGY

The research which is being conducted is completely based on the secondary data which has been collected from online news articles, reports from industries and user feedback/discussions on online forums such as Reddit and information is based from reputable literature sources. This research uses an analytical and quantitative method to identify the impact of fake reviews which impact e-commerce along with how push notifications from popular quick commerce apps can significantly change consumer behaviour.

LITERATURE REVIEW

1. Fake Reviews and Brand Performance

1. Reveals how, in just three months, there were over 4,000 online reviews on India's top e-commerce platforms. These reviews are produced by people who govern these e-commerce platforms. **Yadav, P. (2025, March 11)**
2. Stated in their article that they have identified a false credibility by exposing the underground ecosystem, which includes Telegram groups and refund for publishing a review over e-commerce platform which can shape consumer perception while purchasing a product online. **Mint. (2025, April 8).**
3. Devanshu Dhandhal, a Tech YouTuber described in his video how he purchased and received a used MacBook worth ₹2.6 lakh from a **Flipkart Assured seller** who had a stellar reputation and evidence of multiple scams. **Mr Techpedia. (2025, June 8).**

2. Push Notifications and Quick Commerce Consumer Behavior

1. Their article shows how push notifications create urgency, which leads to impulse purchases done by consumers. **Equitymaster. (2025, January 2).**
2. According to their article, quick commerce uses dark trap patterns like flashing discounts and time-limited offers to influence consumer behavior. **Choudhary, L. (2025, March 15).**
3. Blinkit and other quick commerce apps are criticized by users for sending them distracting and misleading notifications. The app's payment page is another place where price manipulation occurs. **Almoststrategic. (n.d.).**

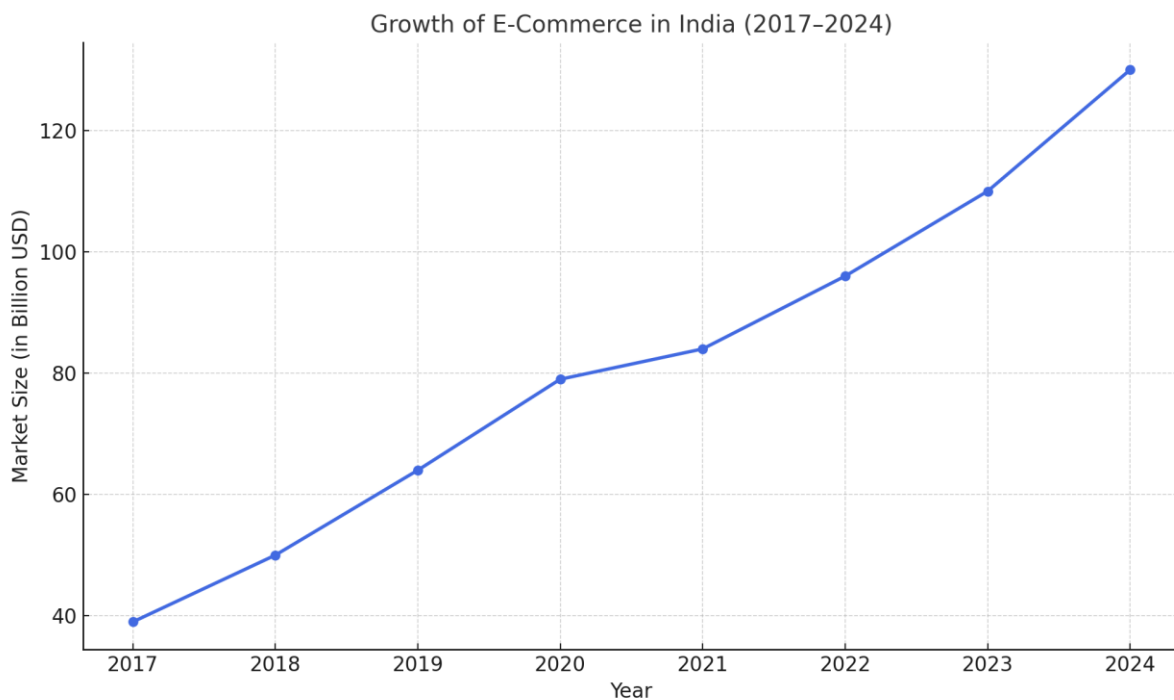


Fig: The recent growth of E-Commerce Market in India between year (2017-24)

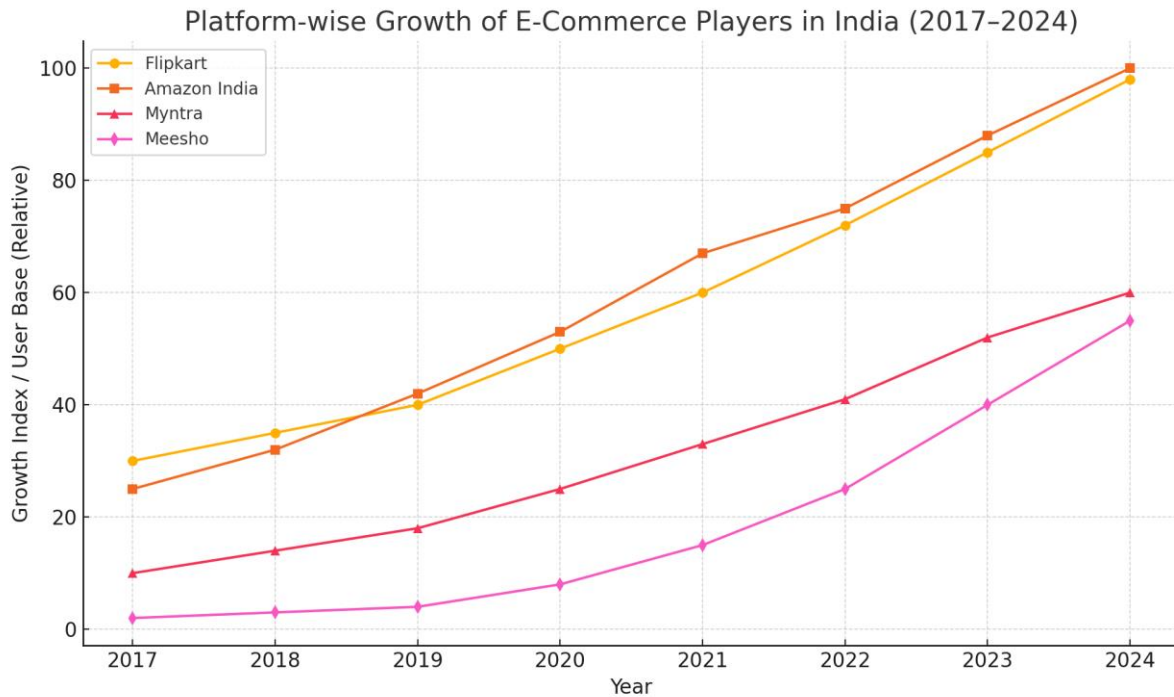


Fig: Recent competitive growth of E-Commerce Players in India between year (2017-24)

Notification Strategy	Approximate Usage (%)
Order Updates	90%
Limited-Time Discounts	85%
Cart Abandonment Reminders	75%
Personalized Product Suggestions	70%
Flash Sale Alerts	65%
Seasonal Offers	60%
Loyalty/Reward Notifications	55%

Given Table shows: Push notification strategies that are widely used by quick commerce platforms like Zepto, Blinkit and Zomato to gain more customer conversion creating a perception of urgency.

SUMMARY

Research Area	Source	Summary
Fake Reviews in E-commerce	CNBC TV18	In just three months, 4,000 fraudulent reviews were discovered, exposing underground networks.
	Live Mint	Telegram groups providing funds to fake reviews on top E-commerce Platforms
	Mr. Techpedia	Flipkart Purchased MacBook scam involving a higher rating seller for ₹2.6 lakh
Behavioral Nudges & Notifications	Live Mint	Quick E-commerce platforms' use of urgency messaging leading to paying higher during the checkout
	INC42	Using countdown timers and limited availability tactics to promote impulsive purchases
	Reddit	Users reported their frustration with excessive notifications and higher pricing in comparison to market

DISCUSSION & ANALYSIS

- Fake reviews affect public opinion and provide false information, particularly when paired with a number of testimonials and higher star ratings.
- Online Purchases are getting attention by push notifications and dark patterns that create a feeling of urgency, and fear of missing out.
- Both strategies (Misleading reviews and Push notifications) increases the customer confidence in order to convert them towards sales.

FINDINGS

- Consumers build their trust through highly rated products without verifying the authenticity of reviews, product details and seller information.
- It has been identified that behaviour changes significantly through notifications, which increases engagement but raises ethical concerns.
- Popular E-Commerce/Quick Commerce platforms find it difficult to control dark pattern alerts or completely stop manipulative reviews.
- Customers are now coming up with more about their experience about their journey through the online e-commerce and quick commerce platform. Hence, they also post both negative and positive reviews after using the product.

LEGAL IMPLICATIONS

- Unfair business practices and misleading advertising are prohibited by the 2019 Consumer Protection Act.
- The Central Consumer Protection Authority has the authority to take action against misleading review practices.
- There are no major safeguards against platform-level manipulations in the **Information Technology Act 2000**.
- In India, regulations governing app behavior and dark UX patterns are still in the **early stages**.

ROLE OF E-COMMERCE COMPANIES

- These days, **Flipkart and Amazon** advertise "**Verified Buyer**" badges and AI-powered fake review detection.
- **Zomato and Blinkit** maintain **behavior-triggered** pushes but offer little customization for notifications.
- Review filtering and push notifications logs are not subject to a standardized transparency policy.

CONSUMER PROTECTION

- It is important to inform users about dark patterns and fake reviews and make them aware about the same.

- Authorities should introduce stricter laws and run campaigns to raise awareness of digital issues.
- Platforms need to flag **questionable reviews** and provide opt-out choices for behavior-driven notifications.

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6. Techpedia, Mr. 2025. "IN Skip navigation Search Create Avatar image Fake MacBook Scam - Shame on Flipkart." YouTube. <https://youtu.be/ejwA1a8sJss?si=dQKPHCsYwgixZkrp>.